



AGRI BUSINESS



FOOD PROCESSING



INFRASTRUCTURE



LOGISTICS



GREEN ENERGY



RURAL MANAGEMENT

across  
agribusiness

Indo-Japan Environment Week-2023  
Business Pitch

# About us...



Agribusiness consulting firm with decade plus of diverse experience with grassroots network strength of farmers collectives like Farmers producer companies (FPCs) and specialized agencies.



Created and supporting over 30 FPCs through digital marketing route.



Served Central Government, State Governments, Multilateral Agencies, Corporates, FPCs and Individual entrepreneurs, International Agencies from North America, Europe and Africa and expanding presence.



Headquartered at New Delhi and regional offices at Bhopal, Ranchi, Ahmedabad and Jaipur. Pan India presence through local associates and partners;



In-house strength of over 100-member core team, supported by technical advisors, empaneled consultants and investigators.



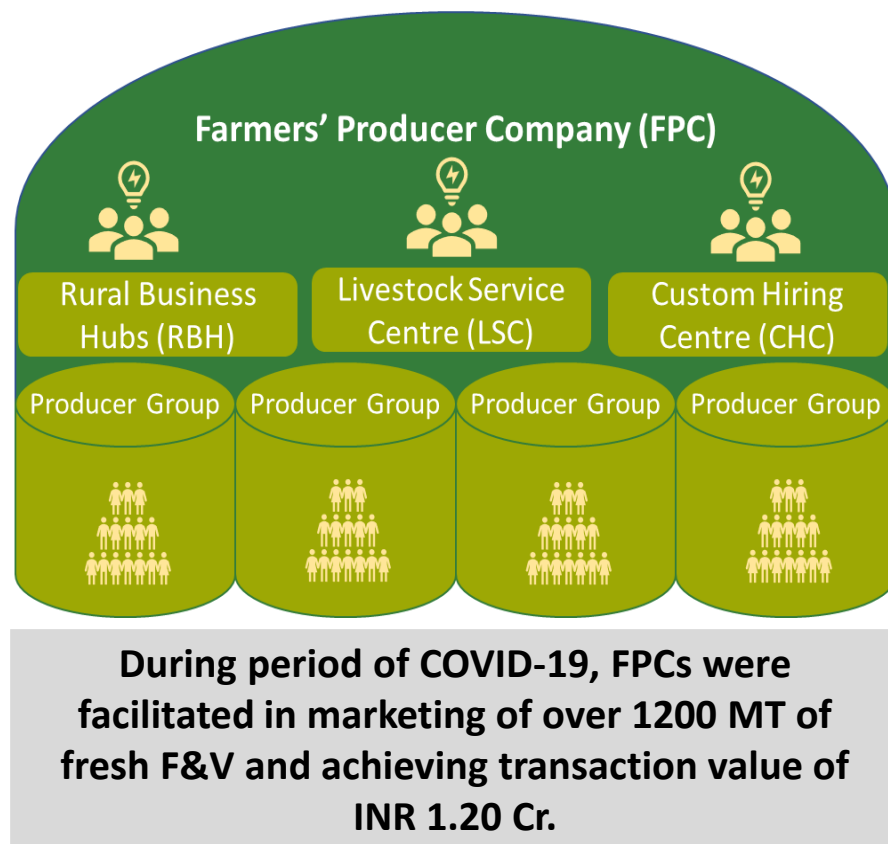
Completed more than 200 projects successfully.

# Project(s)

## Project – Market Information, Intelligence, Access & Capacity Building of FPO

### Client – Jharkhand State Livelihood Promotion Society (JSLPS) (JOHAR Project)

- Total beneficiaries – 200,000
- Livelihood interventions –
  - High value agriculture (HVA)
  - Back-yard poultry (BYP – Kuroiler) & Goatry
  - NTFP
  - Fisheries
- Activities performed –
  - Training of BoDs & other functionaries on business transactions, documentation, negotiation, collection, quality and logistics;
  - Market linkages established in eight cities for 10 FPCs;
  - Achieved turnover of approximately >INR 6.50 Cr. for the FPCs within one year;
  - Process of setting-up Collection Centres and Input stores initiated;
  - Development of Online MIS and marketing facilitation platform is in process



# Market linkages & alternat marketing

**Project Title – Implementing Delhi Kisan Mandi (Farmers’ Market) (market linkages for FPOs)**

**Client – Small Farmers’ Agribusiness Consortium (SFAC)**

**Value – USD 652 thousand**

- Platform for producers to directly sell their produce to wholesalers and retail buyers in NCR of Delhi.
- Kisan Mandi have facilitated 55 farmer groups, farmers, FPOs from different region of country to sale their produce through Delhi Kisan Mandi.
- Till June 2021 Kisan Mandi has handled  $\approx$  108 thousand MT fruits and vegetables with product value Rs. 18,568 lakh.
- Successfully monitored Onion buffer stock on behalf of GoI and GoNCT in 2015 and 2016, handled qty 5868 MT and 13567 MT respective year.
- Online auction platform to facilitate transparent transaction.
- DKM have been able to realise up to 58% higher prices to FPO member farmers compare to wholesale markets.



# Market linkages & alternat marketing

## Linking FG's with Rythu Bazars (Farmers' Market) in Hyderabad

- Handhold operation of 16 Rythu Bazars for two years;
- Created market linkages for FIGs from 150 Kms of radius
- Created transit cold storages facilities and branded FIG retail outlets at each market
- Created farmers' brand "Manakuraqayalu"

## Market linkages for FPOs promoted by Syngenta Foundation

- Facilitated in connecting FPOs with distant markets of Mumbai, Pune and Delhi, Kolkata and Ranchi;
- Helped in changing traditional post-harvest practices pf packaging, shifted to better system of product handling in crates;
- Helped farmers realize 8-10% higher prices based on quality and product grades.

Other projects include facilitating export of herbs from India, exploring markets for traditional rice varieties of Orissa / Jharkhand in Europe, developing supply chain of Kiwi from Arunachal Pradesh.

# Why Synergy and Future Ahead...

“ With our clients and well knitted grassroots networks with farmers, we strive for **operational excellence** in climate resilient agricultural practices through Policy Advisory Futures Thinking



## Execution Excellence

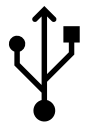
**Predictability in Delivery through Domain Expertise**  
*Process based execution in agriculture data services & research*

**Quality Driven Approach**  
*Using Extensive Quality process to ensure unbiased results*

**Sensitivity to Climate, Gender and Regional**  
*Past and Present Projects*

**Redundancy and Grassroots**  
*Locations, Technology & Connectivity with grassroots*

**Savings**  
*Best on productivity and efficiency in process*



# Areas sought for Collaboration

## Agritech & Innovation

- Agri-residue Management for industrial use, animal feed etc.
- Technologies for decreasing farmers input cost and raising productivity
- Food Processing
- Non-Agriculture Waste Recycling
- Agri-residue as an alternative to plastic and packaging
- Paper Manufacturing through agri-waste
- To make milking system (milk parlor) more affordable for smaller dairy farms, line system was adopted in parlor design;
- Low cost equipment for livestock waste management;
- Integrated bio-gas based electricity generation system and bio-fertilizer production
- Digital technologies and next generation approaches involving Drone, IoT and any other relevant technologies related to agriculture



*Lets Join Hands and Work  
Together to Address Agrarian  
Challenges*



*Thank You*

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